

BRUCE is a half-hour family-friendly sitcom starring comedian Lenny Bruce as Bruce Newton, a New York columnist, trying to balance his busy career in journalism, as well as home life.

With appearances on Playboy's Penthouse and The Steve Allen Show on ABC and NBC, Bruce has proven himself able to work within the confines of good taste and the bounds of commercial television. His experiences with journalists around the country, as well as his aptitude for language, make him the ideal candidate for such a role.

Characters:

Bruce Newton – the lead role. Just like his namesake, Bruce is a veteran of World War II, and served in the Navy Merchant Marine during the Korean War. In his civilian life, Bruce entered the world of newspaper journalism, writing on a broad range of topics, but hungry to focus on the New York City arts scene. A student of jazz and other downtown music, Bruce frequently comes into conflict with his boss, the editor, Dicky Benton; usually through bungling his own well-intentioned schemes to win Benton's approval.

Harriet Newton – Bruce's loving wife of twelve years, Harriet is a homemaker and local gossip. She's got big ideas about how to improve their station in life, often competing with her husband's own wacky plans. Born in Manila, Arkansas, Harriet is still a country girl at heart, with a brash, tough-as-nails attitude to match. When not performing domestic chores or caring for their daughter, Rita, she is spending time with the other wives in the neighborhood.

Rita Newton – the precocious 10-year-old daughter of Bruce and Harriet, Rita is the voice of reason to her parents' antics. She goes to public school, where she is a promising young pupil, with a no-nonsense sense of right and wrong.

Each week, Bruce explores the work life of its lead character, as he pursues Sisyphean task of getting ahead in the world of big-city journalism. Usually, this involves some hair-brained scheme to get a promotion or to pursue leads beyond his abilities. We'll see Bruce compete with higher-up journalists, as well as kibbitzing with his friend and neighbour, Ed, or his jazz musician buddies. We'll also explore the daily life of Harriet and Rita in the home and at school.

This will appeal primarily to adults from 20-45 and will make a fine replacement for the recently departed Bob Newhart Show. But BRUCE should be fun for the whole family as kids see themselves reflected by Rita without being condescended to, and older folks will enjoy the clever writing, reminiscent of The Jack Benny Program.

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